



City of Woodland

REPORT TO MAYOR AND CITY COUNCIL

AGENDA ITEM

TO: THE HONORABLE MAYOR
AND CITY COUNCIL

DATE: October 7, 2008

SUBJECT: Presentation of Helen Putnam Award Honorable Mention for Housing Programs & Innovations; and Certificate of Appreciation for Community Services & Economic Development.

Report in Brief

The City of Woodland submitted two applications for the Helen Putnam Award program offered each year by the League of California Cities. One of the applications was submitted under the Housing Programs and Innovations category and summarized the City's affordable housing program. The second application was under the Community Services and Economic Development category and featured the Woodland Community and Senior Center. Both applications received Certificates of Appreciation.

Staff recommends that the City Council acknowledge the recognition of both Helen Putnam Award applications by the League of California Cities with Certificates of Appreciation.

Background

In May of 2008, City staff submitted an awards application to the League of California Cities for the Helen Putnam Award. This award recognizes League members for innovative and unique projects and programs. The City submitted the application in 2008 for the Affordable Housing Programs. A main focus of the application was the unique partnership between the City, Spring Lake Developers, and USA Properties for the funding and construction of the Terracina Spring Lake Family Apartments. After review of the application, the league was impressed with the City's program and chose to recognize it with a Certificate of Appreciation.

City staff also submitted a second awards application to the League of California Cities for the Helen Putnam Award. This application was submitted under the Community Services & Economic Development category and featured the Community & Senior Center. The primary focus of the application was the unique and vibrant facility which offers recreational facilities to the City's

growing and dynamic community. The League was impressed with the City's facility and its programs and chose to recognize it for a Certificate of Appreciation.

Recommendation for Action

Staff recommends that the City Council acknowledge the recognition of both Helen Putnam Award applications by the League of California Cities with Certificates of Appreciation.

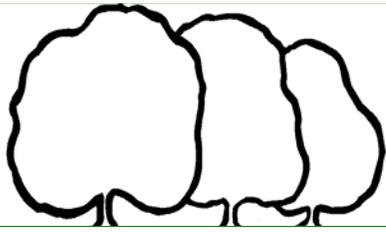
Prepared by: Jamie McLeod
Associate Housing
Analyst

Reviewed by: Cynthia Shallit
Redevelopment Manager

Reviewed by: Barry Munowitch, AICP
Assistant City Manager

Mark G. Deven
City Manager

Attachment: Helen Putnam Award Application and Certificates



City of Woodland

2008 Helen Putnam Award Submission
Inclusionary Housing Program



**The League of California Cities
2008 Helen Putnam Award Application**

**City of Woodland
Inclusionary Housing Program**

In an effort to house residents of all income levels, the City of Woodland instituted an Inclusionary Housing Program as part of the Spring Lake Specific Plan. This program was passed in 2002. The Program requires developers of new housing units to set aside at least ten percent of the units for low and moderate income households. Unlike many other jurisdictions, the City of Woodland has listened closely to the needs of the developers, low and moderate income households, and taken the needs of the City into account to make one of the most fair, easily understood, and unique inclusionary housing programs in the state. The City strongly supported the idea of inclusionary housing in new growth areas to ensure residents of all income levels had an opportunity to enjoy the amenities offered by new developments. Without this program many of the eligible households would not have an opportunity to achieve the dream of home ownership.

The Challenge:

Like many California communities in the late 90's and early 2000's, the City of Woodland saw a rapid increase in the value and cost of homes within the city limits. As the prices escalated, the City saw a need to implement a program that would allow low and moderate income households, who were "priced out" of the market, an opportunity to live in the booming new growth communities being built.

In the 80's the City fulfilled its affordable housing goals by granting developers of apartment complexes density bonuses. The bonuses allowed the City to maintain a steady flow of apartments for low income households for awhile. But the City grew and this method became more and more inadequate in its results.

In the early 90's, the City approved the Southeast Area Specific Plan. This plan gave developers an option to help the City meet its affordable requirements. Because it was only an optional program, most developers chose to build all of their units as market rate. The optional program proved to be a catastrophic failure.

The City was approached by developers interested in annexing farmland south of the city limits for a large-scale, multi-zoned, multi-faceted specific plan area in the mid 90's. As the negotiations progressed, it was decided that this new specific planned area, Spring Lake, would be required to help the City progress in meeting its affordable housing goals. This program was implemented on May 20, 2003 with City Council's adoption of the Spring Lake Specific Plan and the Spring Lake Affordable Housing Plan. The Inclusionary Program was later expanded Citywide in 2004 with the adoption of the Inclusionary Housing Ordinance or Chapter 6A.

Prior to the adoption of the inclusionary program, the majority of any new affordable housing units were a result of the City working with affordable developers for the construction of restricted rental housing or through first time homebuyer activities. It was decided that in order

to truly provide affordable housing, the City would have to figure some way to make a significant number of ownership units affordable as well.

The Solution:

The City of Woodland approaches inclusionary housing differently than other cities in three key ways: flexibility, fairness and a strong partnership.

The City of Woodland's Inclusionary Housing program is flexible. Developers are allowed to fulfill their inclusionary requirement through a myriad of ways. They can build single family units or duplexes. They can "upzone" land to 15 units per acre and build small affordable clusters in less densely zoned areas. The program also allows land dedication to the City or to an affordable housing developer, or the payment in-lieu fees. Staff works closely with the developers to look at their proposals to help them meet the requirements of the program.

The City's program is fair to both the developer and the homebuyer. Most inclusionary programs base the sales price on what an income eligible family can afford if 30% of their gross monthly income pays for the mortgage principal, interest, taxes and insurance (PITI). This was a standard established long ago. Today most lenders will make a loan to a household if this payment is up to 40% of their gross monthly income. Woodland has decided to meet the new lending standards by basing the sales price on 30% of the eligible household's gross monthly income paying only for the mortgage principal and interest (PI). This allows the developer to break even or even make a small profit on these units. The program also requires that the affordable household stay in the unit for ten years before being able to resell it at market price. Many similar programs in the state require the household to live in the unit for 30 to 55 years before a market resale. This short ten year period allows many starting families to gain equity and move to larger homes as their family grows. On resale at a market price, the family is required to repay the City an amount of the equity they receive, proportional to the amount of the original affordable inclusionary sales price compared to the market price at the time of purchase.

The final key component in the success of the City's program is the partnership that has been established between the City and the developers who are required to implement the program. In many communities, implementation and interpretation of the affordable requirements are left to the developers to figure out alone. The developers are often left to recruit homebuyers, with little training or knowledge on how to certify the homebuyer incomes correctly. This can create confusion and animosity if the jurisdiction continues to reject potential homebuyers. In Woodland, the City works with the developers to continuously advertise the availability of units and the program. The City also hosts monthly orientation meetings to explain the program to potential participants as well as start the process for anyone interested. When the City provides the developer with a list of potential buyers, the developer has full confidence that the family can afford the unit as well as get qualified to purchase. The partnership can also be reflected in recent events. At the end of 2007, the City made changes to the Inclusionary Program in an effort to streamline program implementation. Before any changes were brought forward to the governing bodies for approval, staff circulated the changes amongst members of the development community. Staff solicited input and made adjustments to the proposed changes based on the suggestions of the developers. This collaboration helps to show why the program has been so successful to date.

The Results:

In June of 2006, the City closed its first unit under the Inclusionary Program. To date, the City has closed 42 for-sale units. On these forty-two units, the City has executed deeds of trust in excess of \$3 million. This means that at time of sale, the City will receive the value of these deeds of trust as well as a proportional share of equity. The value of the City's investment in this program over the last 18 months exceeds \$12 million.

A good illustration of how the three factors have made the program successful is the story of the Terracina Spring Lake Family Apartments. In the early stages of the Spring Lake development, the City was approached by some of the developers with the possibility of doing a land dedication to the City. Three developers would dedicate their very-low income units to this receiver site. One of the three sites would also transfer its low income units to the site as well. In addition the site had an inclusionary requirement of its own to meet. The City agreed to the transfer and chose USA Properties Fund as the developer for the project. The developers also agreed to transfer \$1 million to help bridge a potential financing gap. By accepting the land dedication, the City was able to make three other sites in the Specific Plan area more attractive to build for-sale units on as the sites were released from the more stringent rental requirements assigned to multifamily zoned sites. This transfer also allowed the City to have a more diverse building stock. The developers of the three transfer sites decided to build more high density units that follow the principles of New Urbanism. This project is a good illustration of how the flexibility of the program was used to help the City and developers meet the greater good of the community and the objectives and goals of the City.

To show fairness, the City agreed to take on the responsibility of constructing these units. The City selected the developer and worked closely to identify potential funding sources to finance the project's construction. Most developers of market rate units are not familiar with affordable housing financing and the various funding sources' procedures and requirements. The City and the affordable developer are more familiar with how to produce a successful affordable project.

The City's successful partnership with the development community was extremely visible on this project. The City identified and submitted applications for various state funding sources to bridge the financing gap. This project was moving forward during the height of the building boom in the State. When USA Properties received their bids back, the cost of the project had increased significantly. The City regrouped with the developers who dedicated the site and analyzed ways that more funds could be available to make the project succeed. One developer agreed to pay an in-lieu fee to the City for waiver of providing affordable units in a subsequent development. The City agreed to a long term deferral on some of the impact fees, as well as committing funds from other grants that the City could receive. Recognizing the importance of this project to the Spring Lake Specific Plan Area as well as to the City, the partners all made sacrifices to see this project through. These sacrifices resulted in the completion of the project. All parties involved celebrated the grand opening of this great project on January 29, 2008. The final project cost was \$32 million for 156 units. There is a mix of 1, 2, and 3 bedroom units; 71 of the units are low-income (60% of area median income) and 85 units are very-low income (50% of area median income). The design receives accolades from all who see it a. The project fully leased up in 2 months and there is currently a waiting list of 160 families. The project is also Woodland's first 100% smoke-free rental community.

Conclusion:

No City can implement a program as major as Inclusionary Housing in a vacuum and expect it to be successful. The City of Woodland's program was no exception. It involved negotiations with various City departments, developers, housing advocates, and other interested parties. Through the negotiations, the City was able to tailor a program that fairly addressed everyone's concerns and ended up being one of the most flexible and fair programs in the State. And with the commitment and flexibility of all parties involved, the program can continue to evolve and address one of the major issues facing all cities in the coming years, affordable housing.

City of Woodland
Parks & Recreation Department

Community Services and Economic Development
Application



Woodland Community & Senior Center

2007 League of California Cities
Helen Putnam Award for Excellence

2007 Application

Please type all entries, or access an interactive form at www.cacities.org/helenputnam. Please note: applications will only be accepted via regular mail, per instructions on the previous page.

Name of city: CITY OF WOODLAND

Current population: 53,345

City General Fund Budget: \$41.5 MILLION

Category of Entry: (Please check only one)

- Effective Advocacy, Intergovernmental Relations and Regional Cooperation
- Housing Programs and Innovations
- Enhancing Public Trust, Ethics, and Community Involvement.
- Health & Wellness Programs
- Community Services and Economic Development
- Planning and Environmental Quality
- Internal Administration
- Public Safety
- Public Works, Infrastructure, Transportation
- Ruth Vreeland Award for Engaging Youth in City Government
- League Partners Award for Excellence in City Business Relations

Brief Description of the Program:

(This description must explain the program. It will be used in all summaries of your program. Maximum 100 words.)

Woodland's Community & Senior Center is a beautiful, vibrant, 55,300 sq. ft. architectural building which is part of an active community park and sports park complex. This \$26 million landmark facility is a shining star for the City of Woodland, Yolo County and the Sacramento Region.

With strong community input and support, the City created a world-class facility combining youth and seniors within one facility, to bring educational, business and recreational programming to Woodland and Yolo County..

Funded by public/private partnerships and development fees: 1/2 cent sales tax \$7 million (27%); individuals/ business donations \$650K+ (3%); grants \$750K (3%); and development fees \$17.6 million (67%).

Program Information:

Name of program: WOODLAND COMMUNITY & SENIOR CENTER

Date program was implemented: 1999, GRAND OPENING 3/3/07

Contact person (person preparing application): DANIEL W. GENTRY

Name: DANIEL W. GENTRY

Title: PARKS & RECREATION DEPT DIRECTOR

Address: 2001 EAST ST City/Zip: WOODLAND 95776

Telephone: 530-661-5880 Fax: 530-666-7257

Email: DAN.GENTRY@CITYOFWOODLAND.ORG

Local Media Organizations to Notify:

1. Name: DAILY DEMOCRAT NEWSPAPER

City: WOODLAND

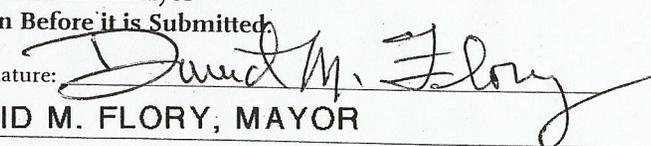
Fax: 530-662-0856

2. Name: WAVE CH 21 - LOCAL CABLE

City: WOODLAND

Fax: 530-669-7239

The City Manager/Administrator or Mayor
Must Sign this Application Before it is Submitted.

City Manager/or Mayor's Signature: 

Print name and title: DAVID M. FLORY, MAYOR

E-mail: DAVEFLORY@AFES.COM

Phone: 530-681-8503 Fax: 530-661-5813

Mail eight (8) copies of your application and narrative to: League of California Cities/ Helen Putnam Awards Program/ 1400 K Street / 4th Floor / Sacramento, CA 95814 / Questions? Call (916) 658.8200.

DEADLINE: MUST BE RECEIVED ON OR BEFORE THURSDAY, April 12, 2007.

City of Woodland
Parks, Recreation & Community Services Department
Helen Putnam Award for Excellence 2007

***Community Services and Economic
Development Category #4***

The Challenge

The City of Woodland did not have a Community Center. Therefore, the Parks & Recreation Department was limited in its ability to offer essential recreational opportunities to the city's growing and dynamic community. We needed a facility with recreational facilities and components such as a gymnasium, amphitheatre, banquet rooms, meeting rooms, arts & crafts rooms, etc. The growing number of youth who participate in sports programs, both through the City programs and the private groups who use City facilities, created the need for additional softball and soccer sports fields. The existing Senior Center was too small and insufficient in meeting recreational and facility needs of the growing senior population.

The challenge was to create a vibrant facility that could fill the current and future recreation facility and recreation program needs of a growing diverse and dynamic community.

Therefore, the challenge we faced can be summarized as:

- 1) The need for leadership to successfully work with the community and a variety of groups to reach consensus and a common goal;
- 2) The need for a facility {the highest priority listed in the 1998 PRCS Master Plan} that integrates multi-generational requirements; and
- 3) The need for funding, during a time when resources are low, in order to build the facility.

The Solution

The three fold challenge was to find: 1) Leadership, 2) Facility Planning, and 3) Funding.

Leadership

In 1999, the first step was to send out letters and press releases inviting the community to become involved in the planning of the project. Over 50 public planning meetings were held and two surveys were analyzed. The function of this process was to receive input from the community, identify goals and purpose of the facility; address the community's recreational needs and trends; recommend a site for the development of the facility; establish a preferred image for the facility; develop a "Wish List" of program space components; and obtain funding for the project.

Leaders of the community stepped up to the challenge and thus, the "Community & Senior Center Advisory Committee" was formed in November 2000. The Director of the Parks & Recreation Department lead the process of obtaining consensus, identifying the goals, designing the facility, selecting a location, obtaining funding, purchasing land, and overseeing the construction of the facility.

Facility Planning

The Community & Senior Center Advisory Committee accepted the challenge and the individual responsibility to achieve the goal of creating a Community/Senior Center that would be a "landmark" facility for the City of Woodland and fill the community's current and future facility needs. The partners in this process included: 1) The Woodland Recreation Foundation, 2) Woodland Downtown Association, 3) Commission on Aging, 4) The Woodland Daily Democrat, 5) Parks, Recreation, Community Services and Urban Forest Commission, 6) The Woodland Joint Unified School District, 7) Woodland City Council, 8) Woodland Parks & Recreation Department, 9) The voters in the City of Woodland; 10) Community/Senior Center Advisory Committee, 11) Senior Center Inc., and 12) Various sports organizations and private businesses. All these organizations had a vital role in the facility planning.

A variety of sites were researched before a location just south of the City limits was approved for the facility. The City purchased 40.02 acres of land fronting on East Street; escrow closed September 1, 2003. The property was annexed into the City of Woodland on March 22, 2004. This site is identified in the Spring Lake Specific Plan (Master Plan Remainder Area) as the site for a Community Park. Sitting the Community/Senior Center at this location complimented that planned use.

The finalized design conception is that the Community & Senior Center Complex will have four major elements (buildings, sport complex, park, and parking lot) that would be integrated so that the complex is seamless and feels and looks as a planned community and is welcoming to customers. The movement between simultaneous activities flows together but do not interfere with each other. Building facilities share resources with each other in order to maximize assets, as well as being environmentally friendly. The architecture of the building is a statement of the community history, greatness and future far sightedness, and will provide an outstanding recreational asset for the City of Woodland.

Funding

The third part of the challenge was to find funding for the Community/Senior Center by the passage of a sales tax initiative. The Committee distributed information to the public and urged support of the passage of Measure H (a ½ cent Sales Tax Initiative) that would provide funding for the Community/

Senior Center facility and for softball and soccer fields as well. The Woodland Recreation Foundation volunteered to be the title sponsor of the Community/Senior Center Donation Program and to be responsible for fundraising for facility amenities.

In March 2000, the voters in the City of Woodland passed Measure H which provided funding for both the Community/Senior Center and for additional recreational fields (soccer and softball). Taking the lead on design, the Director of Parks, Recreation and Community Services combined the projects into one location for substantial cost savings and to create a regional Center that would become a landmark for the City of Woodland.

The Community/Senior Center and Recreation Field (Soccer/Softball) projects were supported with Measure H sales tax funding approved by the Voters in March 2000. Three projects are incorporated into the Community/Senior Center, Sports Complex and Community Park, Project No. 00-15, to provide the Measure H projects as well as other projects identified in the Parks Master Plan (1998): CITY-2 Community/Senior Center, PARK-105 Community Park Phase 2-Sports Facility (PRCS MP S7), and PARK-107 Community Park Remainder (PRCS MP C2).

The City reviewed financing options and the \$20 million dollar project will be funded with the anticipated proceed from the sale of the existing Senior Center, SLIF and development fee revenues, and with Measure H funding (1/2 cent sales tax initiative passed March 2000).

The Community again expressed support of the funding of this expanded facility with the passage of Measure E in June 6, 2006. This extended the sales tax measure by twelve years and provided \$5.3 million additional funding for the balance of the project to be constructed.

The Results

The 20 acre Community & Senior Center facility, with the beautiful and vibrant architectural building, settled within a manicured community park and sports complex will become a landmark facility for the City of Woodland and Yolo County.

With strong community input and support, the City created a world-class facility designed for use by the all ages in the community. The combination of youth and seniors within one facility creates a vibrant and energetic atmosphere. Using public and private partnerships to help offset the costs by more than 30%. The Youth Center component of this facility will bring educational and recreational programming to Woodland's youth. This Center will provide a vibrant place for many youth activities!

The construction of the project was awarded to local firm Broward Construction, who provided local job opportunities to the community. Materials purchased from local businesses kept the economic benefits local.

Phase I of the Community & Senior Center Phase I was completed and the Grand Opening was held on March 3, 3007. The project includes a 55,300 square foot Community/Senior Center, to house both the Community Center, Senior Center, and Youth Center. This outstanding facility includes a banquet room and meeting rooms which will have the ability to attract business for conferences, events, meetings, and trainings, and other venues at the facility. The community will hold weddings, receptions, family reunions, and many other family events. There are numerous rooms for meetings, games, classes and crafts, kitchens, open space, offices for Senior's and Parks & Recreation Department Administration staff, and parking. The project also includes a Sports Park facility with one soccer field, a Community Park with a gymnasium, youth center, amphitheatre, group picnic area, and parking areas. The community has a beautiful new Center for its use which will be supported in part by their reservation fees.

Phase II and II of the Sports Complex component will have 12 synthetic turf fields that will be playable and a revenue source year round. This outdoor facility will attract District, Regional, and State tournaments as well as playoffs, outdoor festivals, social and business events from local and out of town groups. The economic benefits is not only to the facility, but will be beneficial to the entire community.

This campus like Center will engage all ages, from infants to seniors, with the variety of recreational facility and programs that will be available at the state of the art facility. The community will have a positive and healthy environment that stimulates the participation in recreation and sports programs and activities, participation in recreation contract classes, or the attendance of social and business events. The variety of components of this complex will ensure the continuous flow of activities and usage.

Included as attachments:

Photos (10 photos) CD and hard copies

3D Video on entire project

Marketing Brochure and Special Edition Guide

League of California Cities

2007 Helen Putnam Award for Excellence

Certificate of Appreciation to the

City of Woodland

For their Entry in the Category of

Community Services and Economic Development

Celebrating excellence in city government



Chris McKenzie

Chris McKenzie, Executive Director